



Advertising Total Price When Incentives are Available

It has come to the VSA's attention that some dealers are advertising an incorrect total price for a vehicle by deducting rebate amounts to display a reduced price.

Dealers are reminded that the vehicle's advertised or displayed price must be the total price. If there are additional fees included, they must be advertised as part of the ad. If there are potential rebates available, they may be included in the ad but need to be separate from the total price of the vehicle.

Certain point-of-sale purchase incentives such as rebates offered by the federal iZEV and provincial CEVforBC™ programs, are applied on the vehicle's final total price, *after* taxes have been calculated. These rebates do not reduce the total price for the purposes of tax application.

[Click here](#) for examples of what and what not to do when advertising or displaying total price of a vehicle when iZEV and CEVforBC™ rebates are available.

Acceptable



Don't get caught in the cold



2019 TRJ Electric AWD with Navigation

END OF YEAR SALES EVENT

Eligible for up to \$3,000 CEVforBC™ rebate and \$5,000 iZEV rebate**

Dealer Price **\$53,000***

Stock #654321
*Includes Freight & PDI
\$195 documentation fee extra

(604)111-1234
LittleOMotors.com
DL#12345

Little O's Motors
1122 Main Street Carville

** applied on total price after tax

Unacceptable



Don't get caught in the cold



2019 TRJ Electric AWD with Navigation

END OF YEAR SALES EVENT

Dealer Price \$53,000
CEVforBC™ rebate -\$3,000
iZEV rebate -\$5,000

\$45,000*

Stock #654321
*Includes Freight & PDI
\$195 documentation fee extra

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Remember- If you must qualify for the rebate or if it applies after the application of tax, displaying or advertising a total price of a vehicle with the rebate already applied is misleading and deceptive. In these cases, the incentive must be shown separately and as a potential deduction from the vehicle's total price, including taxes and fees.

This information builds upon the VSA's previous communication on *Advertising Offers or Discounts* in [Bulletin Issue 5 March 12, 2019](#).

For more information, please contact VSA's Communications team at communications@mvsabc.com.

Salesperson Certification Course Now Self Study Format

Starting January 1, 2020 the Salesperson Certification Course will be an online **self study** format only. Students will no longer be attending instructor-led online sessions. Exams will continue to be held in-person at a designated facility. For more information, please contact the Training department at training@mvsabc.com.